



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.	
10/018,070	10/25/2001	Wanda Green Thompson	RCA 89470	8767	
7590	04/18/2008	EXAMINER			
Joseph S Tripoli Thomson Multimedia Licensing Inc PO Box 5312 Princeton, NJ 08543-5312		PENG, FRED H			
		ART UNIT		PAPER NUMBER	
		2623			
		MAIL DATE		DELIVERY MODE	
		04/18/2008		PAPER	

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)	
	10/018,070	THOMPSON ET AL.	
	Examiner	Art Unit	
	FRED PENG	2623	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 19 November 2007.
 2a) This action is **FINAL**. 2b) This action is non-final.
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 6-15 is/are pending in the application.
 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
 5) Claim(s) _____ is/are allowed.
 6) Claim(s) 6-15 is/are rejected.
 7) Claim(s) _____ is/are objected to.
 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.
 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) <input type="checkbox"/> Notice of References Cited (PTO-892)	4) <input type="checkbox"/> Interview Summary (PTO-413)
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail Date. _____ .
3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)	5) <input type="checkbox"/> Notice of Informal Patent Application
Paper No(s)/Mail Date _____.	6) <input type="checkbox"/> Other: _____ .

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 11/19/2007 has been entered.

Response to Arguments

2. Applicant's arguments filed on 11/19/2007 have been fully considered but they are not persuasive.

Applicant argues on pages 6 and 7 of Remarks that Macrae fails to disclose the first type and second type of advertisements.

The Examiner respectfully disagrees with applicant's arguments. Macrae discloses first type of advertisements as the sold ads displayed in the Ad windows 14 and 16 associated with same category or theme guide page (Para 217 - Para 219). Macrae further discloses second type of advertisements as placeholder ads when the ad windows are not sold and display the placeholder as an alternative ads (Para 216).

Claim Rejections - 35 USC § 102

3. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section

Art Unit: 2623

351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

4. Claims 6-15 are rejected under 35 U.S.C. 102(e) as being anticipated by Macrae et al (US 2003/0208756).

Regarding Claims 6 and 10, Macrae discloses a method for providing advertisements in an electronic program guide (FIG.1, Para 27), comprising steps of:

receiving a plurality of advertisements from a signal source (Para 329 lines 1-4);

determining which, if any, of said received advertisements includes pre-defined control data (Para 218; Para 327 lines 4-11; received sold ads is linked to a specific display guide page based on category or theme);

storing each of said received advertisements based on said determination by storing said received advertisement as a first type of advertisement if said received advertisement includes said pre-defined control data (Para 220 lines 5-7; the sold ads related to a page is stored) and storing said received advertisement as a second type of advertisement if said received advertisement does not include said pre-defined control data (Para 216 lines 9-11; not sold space uses alternative placeholder ads);

enabling a user to access said electronic program guide (FIG.2, element 26; Para 28, Para 29, and Para 40, combination of remote control and central processor);

determining whether said first type of advertisement exists in said stored advertisements, said first type of advertisement being displayable in response to user navigation within said electronic program guide (Para 219; display sold ads in response to different category guide page);

enabling display of said second type of advertisement if said first type of advertisement does not exist in said stored advertisements, said second type of advertisement being displayable independently of user navigation within said electronic program guide (Para 249; Para 216 lines

Art Unit: 2623

9-11; Ad placeholder is filled in for ads place if no sold ads is available and is independently of user navigation); and

enabling display of said first type of advertisement in response to detecting user navigation within said electronic program guide if said first type of advertisement exists in said stored advertisements (Para 216 lines 9-11).

Regarding Claims 7 and 11, Macrae further discloses first type of advertisement is stored in a first queue (Para 327 lines 1-3, 17-19, first type of advertisement is stored in the RAM), and said second type of advertisement is stored in a second queue (Para 249 lines 1-4, second type of advertisement is stored in ROM).

Regarding Claims 8 and 12, Macrae further discloses said pre-defined control data includes a control bit (a control bit is inherently included in control data).

Regarding Claims 9 and 13, Macrae further discloses first type of advertisement includes a descriptor indicating at least one of a specific channel and a specific program (Para 32; FIG.1, - 52, Para 38).

Regarding Claims 14 and 15, Macrae further discloses if said first type of advertisement is displayed, said first type of advertisement represents a program in said electronic program guide that is highlighted or about to be highlighted (Para 227 lines 1-6).

Art Unit: 2623

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to FRED PENG whose telephone number is (571)270-1147. The examiner can normally be reached on Monday-Friday 09:00-18:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Vivek Srivastava can be reached on (571) 272-7304. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-

1000. /Vivek Srivastava/

Supervisory Patent Examiner, Art Unit 2623

Fred Peng
Patent Examiner

Vivek Srivastava
Supervisory Patent Examiner